



**TOURISM SCHOOLS  
SALZBURG**  
INSTITUTE OF TOURISM &  
HOTEL MANAGEMENT

# **58<sup>th</sup> Diploma Course**

## **in Hospitality Management or Tourism Management with the electives Entrepreneurship or Teacher Training**



**2023/2024**

Institute of Tourism and Hotel Management  
c/o Landesberufsschulheim Obertrum  
Mattigtalstraße 8/ Haus B2  
5162 Obertrum/See  
Austria

Tel. +43-662-85 12 63 11  
office@ith-salzburg.at  
[www.ith-salzburg.at](http://www.ith-salzburg.at)

The diploma program of the Institute of Tourism and Hotel Management in Salzburg, Austria offers modern tourism and hospitality knowledge for developing countries based on the principles of sustainability. Graduates should be able to help the tourism industry in their home countries to attract national and international guests and to create a stable income for people on all qualification levels.

Applicants should have already gained professional experience in tourism and now wish to acquire the typical know how that is needed

- to establish and manage a private tourism or hospitality SME as an entrepreneur
- to develop and market a successful tourism destination
- to become a trainer or teacher passing on the special knowledge gained in Austria to qualify experts for the tourism industry in their home country

The diploma courses are conducted in two semesters, from 1<sup>st</sup> of October 2023 until 16<sup>th</sup> of June 2024 and can be followed by an internship of max. three months in Austria.

The diploma offered by ITH provides graduates with an in-depth understanding of the operational and managerial aspects of the industry through a good blend of hands-on training and academic theory. In addition to receiving a high level of professional training, ITH is also about connecting with different cultures, languages and traditions from around the world. In an international industry such as tourism, intercultural skills provide a unique foundation for a future career.

## Subjects

The courses consist of three modules: The General Module, the Professional Module plus one Elective.

In the **General Module** all students are provided an overview of the fundamental principles of Management, Business Administration and modern software applications.

In the **Professional Module** students can either choose Hospitality Management or Tourism Management.

Training and education in Hospitality Management is provided in modern facilities with kitchen, bar and restaurant opportunities. The practical experience is a combination of teaching state of the art operational theories and trends in the hospitality industry.

In Tourism Management students are provided with the latest knowledge for a career in the tourism industry in general, and in Travel Management in particular.

In the **Elective** students can choose between Teacher Training or Entrepreneurship.

The Teacher Training Module is particularly suitable for students who have a background in education or are likely to take on a role in training or supervision of staff. The latest trends in teaching and training are explored and students will gain practical experience both at ITH and by giving lectures at schools.

The module **Entrepreneurship** presents the chance to develop one's own business idea. Students will receive professional input in various fields such as marketing, finance and business development and also in drawing up a professional business plan.

### 1. General Module

		Lessons per week Term 1	Lessons per week Term 2
Financial & Management Accounting		2	2
Economics		1	1
General Management & Human Resources		2	2
Internet Marketing & e-Business		2	2
Regional Aspects & Sustainable Development		2	2
German		3	3
PC-Applications		2	2
Intercultural Aspects		1	1
Religion/Ethics		2	2
Workshops		2	2
	<b>Total</b>	<b>19</b>	<b>19</b>

### 2. Professional Module (to be selected)

#### Option I: Hospitality Management

Front Office Management		1	1
Housekeeping Management		1	1
Hotel Marketing & Sales		2	2
F & B Management & Controlling		2	2
Bar Operations & Function Management		2	2
Restaurant Management		2	2
Culinary Arts		2	2
Kitchen Organization & Hygiene		1	1
	<b>Total</b>	<b>13</b>	<b>13</b>

#### Option II: Tourism Management

Destination Management		2	2
Tourism Management		1	1
Tourism Marketing		2	2
Incoming Business Organization		2	2
Travel Agency Management, Ticketing & Counter Work		3	3
Tour Guiding (practical aspects)		2	2
	<b>Total</b>	<b>12</b>	<b>12</b>

### 3. Electives

Option I: Entrepreneurship		4	4
Option II: Teacher Training		4	4

### **Schedule**

Classes take place from Monday thru Friday, starting at 07:55 am and can last until 05:45 pm or 08:15 pm (depending on your schedule, sometimes also earlier). Lunch break is 50 minutes. Additional workshops take place on Friday afternoons and Saturdays.

### **German as a competitive advantage**

During the course, students also learn German. Germany is still one of the world's main outgoing tourism markets; the ability to speak German is thus a competitive advantage. Furthermore, German is the official language in Austria and most internships will also require that you are able to communicate in German.

### **Certificates**

At the end of each semester, an assessment in the different subjects is made. Students who have successfully passed both semesters will then be allowed to hand in their business plans or fundamentums and take the final diploma examination. The final exam is an oral diploma examination conducted by a commission of examiners.

Successful participants are awarded the Diploma in Hospitality Management/Tourism Management from our institution. This diploma is acknowledged by the Austrian Ministry of Education as well as numerous international universities.

Please be aware, that this is a diploma course - no academic degree can be obtained with this program.

### **Industrial Placement**

After completion of the course, students have the opportunity to undergo a three-month industrial placement to gain additional practical knowledge and more insight into the Austrian tourism and hospitality industry. The students have to apply for the internship and take care of their accommodation independently for this time. ITH will assist in the organization and the visa extension process.

### **Accommodation**

Due to construction work in the tourism school in Klessheim, ITH students are accommodated in one of the boarding houses in the surroundings of Salzburg. Free Wifi connection is available.

### General requirements

- ✓ GCE - A' Levels or equivalent, which enables enrollment at a university
- ✓ At least 1 year experience in the hotel or tourism industry
- ✓ All courses are conducted in English language, so an excellent command of English is absolutely necessary. If your native language is not English, an internationally recognized certificate proving the knowledge of English (TOEFL, IELTS, Cambridge or equivalent) is required.
- ✓ Age limit for scholarship applicants: 18 to 35 years

### Scholarships and self-payer

The Austrian Development Agency offers scholarships to students from Developing Countries every year. Please be aware that scholarships are not automatically awarded, but after a thorough selection process by the Austrian Development Agency and the Institute of Tourism and Hotel Management. There are two kinds of scholarships (for detailed information please refer to the cost sheets):

- ✓ Scholarship for ADC's priority countries (Ethiopia, Uganda, Burkina Faso, Mozambique, Bhutan, Palestinian Territories, Georgia, Armenia)
- ✓ Scholarship for developing countries

Please be aware that places in the program are limited. If you apply as a self-payer you must fulfill the general requirements.

### Application process

The application has to be sent directly to the Institute via postal service or E-mail and received by the ITH office by 31<sup>st</sup> March 2023.

- ✓ Complete the application form and collect all relevant documents listed in the application form on page 5.
- ✓ Send your application to the Institute of Tourism and Hotel Management Institute via Email ([office@ith-salzburg.at](mailto:office@ith-salzburg.at)) or via postal service to:

Institute of Tourism and Hotel Management  
c/o Landesberufsschulheim Obertrum  
Mattigtalstraße 8/ Haus B2  
5162 Obertrum am See  
Austria

**Bhutanese Applicants:** please note that Bhutanese applicants have to submit their application directly to the Ministry of Labour and Human Resources (MoLHR), Government of Bhutan. They accept applications usually until a few weeks before the official deadline by ITH. Please clarify with them directly.

- ✓ ITH will inform all scholarship and non-scholarship applicants at the beginning of May by email whether the application has been successful.

### Residence Permit Requirements

After being admitted to the Institute, students have to apply for a residence permit called “Aufenthaltstitel Schüler” at the Austrian Embassy in their home countries.

This residence permit is valid for the duration of the course (8,5 months).

The applicant has to provide the following certified documents:

- ✓ a fully completed visa application form
- ✓ confirmation of registration (settlement with health insurance company, confirmation of accommodation - provided by ITH)
- ✓ birth certificate
- ✓ a copy of the criminal record
- ✓ a copy of financial resources for one academic year (or scholarship confirmation)
- ✓ a copy of your passport (valid for at least three months after the end of the course)
- ✓ passport photographs
- ✓ travel insurance (from your travelling date until the end of the Visa D)

*Please note that required documents are subject to change - specific information can be obtained at the Austrian Embassies.*

Please also note, that depending on what country you are from, it can occur, that you need to travel to an Austrian Embassy outside your home country, hence additional travel costs might arise. ITH cannot take over any costs related with the residence permit and VISA application.

Please find here a selection of countries and embassies. For detailed information check the website of the [Austrian Federal Ministry of European and International Affairs](#).

Nation	Austrian Embassy in	E-mail
Armenia, Uzbekistan	Moscow, Russia	<a href="mailto:moskau-ka@bmeia.gv.at">moskau-ka@bmeia.gv.at</a>
Kazakhstan	Astana, Kazachstan	<a href="mailto:astana-ob@bmeia.gv.at">astana-ob@bmeia.gv.at</a>
Bhutan Maldives Sri Lanka Nepal	New Delhi, India	<a href="mailto:new-delhi-ob@bmeia.gv.at">new-delhi-ob@bmeia.gv.at</a>
China Mongolia	Peking, China	<a href="mailto:peking-ob@bmeia.gv.at">peking-ob@bmeia.gv.at</a>
Ethiopia, Uganda	Addis Ababa	<a href="mailto:addis-abeba-ob@bmeia.gv.at">addis-abeba-ob@bmeia.gv.at</a>
Burkina Faso Côte d'Ivoire Gambia Guinea Guinea-Bissau Liberia, Mali Senegal Sierra Leone	Dakar, Senegal	<a href="mailto:dakar-ob@bmeia.gv.at">dakar-ob@bmeia.gv.at</a>



Eritrea	Kairo, Ägypten	<a href="mailto:kairo-ob@bmeia.gv.at">kairo-ob@bmeia.gv.at</a>
Barbados, Dominica, St Vincent and the Grenadines, Grenada	Venezuela	<a href="mailto:caracas-ob@bmeia.gv.at">caracas-ob@bmeia.gv.at</a>
Brasilien	Brasilia	<a href="mailto:brasilia-ob@bmeia.gv.at">brasilia-ob@bmeia.gv.at</a>
Georgia	Baku, Azerbaijan	<a href="mailto:baku-ob@bmeia.gv.at">baku-ob@bmeia.gv.at</a>
Iran	Teheran	<a href="mailto:teheran-ob@bmeia.gv.at">teheran-ob@bmeia.gv.at</a>
Indonesia	Jakarta, Indonesia	<a href="mailto:jakarta-ob@bmeia.gv.at">jakarta-ob@bmeia.gv.at</a>
Kenya Congo Republic Malawi Sambia Tanzania	Nairobi, Kenya	<a href="mailto:nairobi-ob@bmeia.gv.at">nairobi-ob@bmeia.gv.at</a>
Lesotho Mozambique Namibia Zimbabwe	South Africa	<a href="mailto:pretoria-ob@bmeia.gv.at">pretoria-ob@bmeia.gv.at</a>
Belize, Guatemala, Nicaragua	Mexico	<a href="mailto:mexiko-ob@bmeia.gv.at">mexiko-ob@bmeia.gv.at</a>
Nigeria Ghana Togo Cameroon	Abuja	<a href="mailto:abuja-ob@bmeia.gv.at">abuja-ob@bmeia.gv.at</a>
Pakistan	Islamabad	<a href="mailto:islamabad-ob@bmeia.gv.at">islamabad-ob@bmeia.gv.at</a>
Kiribati Solomon Islands Samoa Vanuatu	Canberra, Australia	<a href="mailto:canberra-ob@bmeia.gv.at">canberra-ob@bmeia.gv.at</a>
Philippinen	Manila	<a href="mailto:manila-ob@bmeia.gv.at">manila-ob@bmeia.gv.at</a>
Vietnam	Hanoi	<a href="mailto:hanoi-ob@bmeia.gv.at">hanoi-ob@bmeia.gv.at</a>
Thailand Cambodia	Bangkok	<a href="mailto:bangkok-ob@bmeia.gv.at">bangkok-ob@bmeia.gv.at</a>
South Korea	Soeul, Korea	<a href="mailto:seoul-ob@bmeia.gv.at">seoul-ob@bmeia.gv.at</a>
Syria	Damascus, Syria	<a href="mailto:damaskus-ob@bmeia.gv.at">damaskus-ob@bmeia.gv.at</a>